



REVOLUTIONIZING CORPORATE <> STARTUP ENGAGEMENT

“Whether it's a temporary pitch, or for a long-term solution, SwitchPitch Connect offers a unique opportunity to build a network, solve problems and foster innovation.”

Bryson Koehler,
Chief Information and Technology Officer, The Weather Company



EXECUTIVE SUMMARY

WHAT WE DO:

SaaS marketplace and startup directory connecting big companies to nimble startups – unlocking incredible resources and productivity – *LinkedIn for business development.*

WHY NOW?

Digital collaboration between large and small business is a **\$1.5 trillion growth opportunity**, equivalent to 2.2% of global GDP
– Accenture

TRACTION TO DATE:

- Q4 '15: Citibank is first paid enterprise client; 200 enterprise users
- Q1 '16: Time Inc, Barclays, Syngenta added as beta users

CURRENTLY RAISING:

- **\$1.5 million seed round**
- Previously raised **\$505k** from **Dreamit Ventures**, **Allen Morgan** and **Stan Shuman**

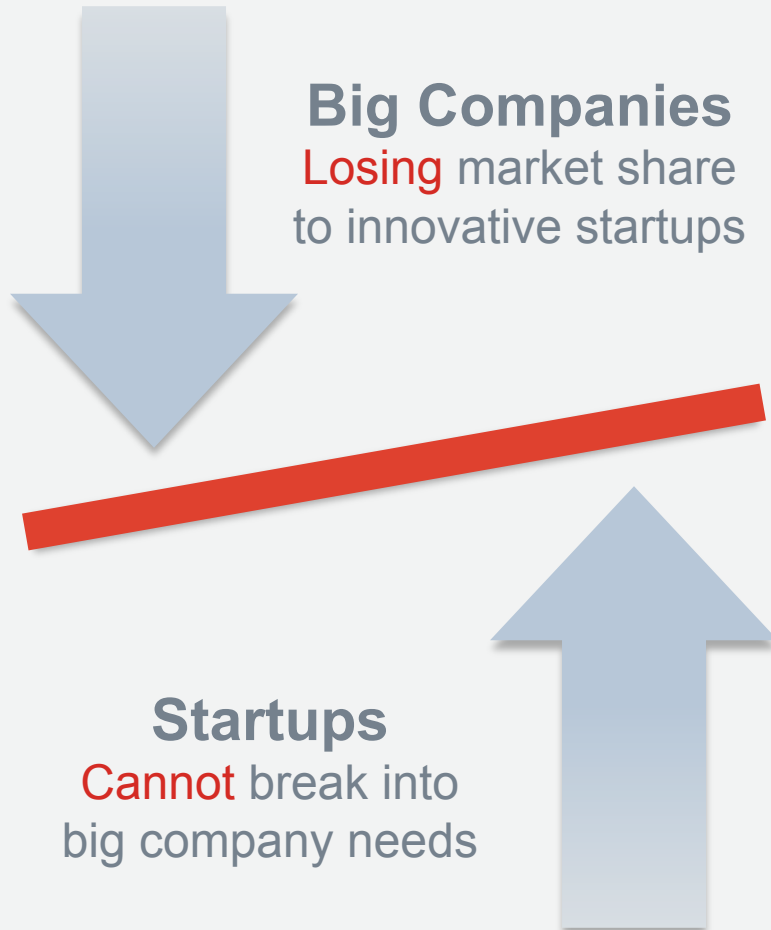
TEAM EXPERIENCE



CUSTOMERS



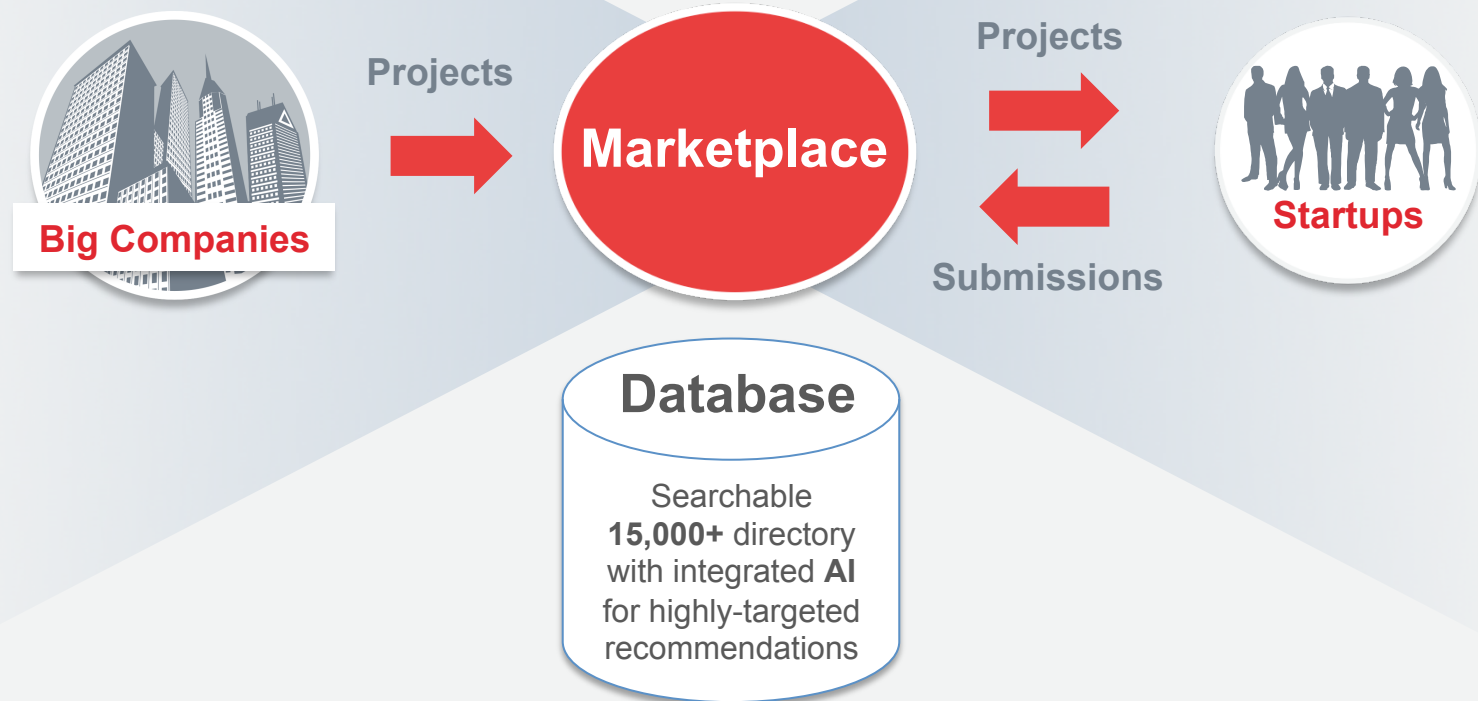
PROBLEM



IDC predicts 1/3 of the top 20 companies in every industry will see their profits, revenues & market positions decline as a result of disruption by emerging market forces, such as a nimble startup or a product created by a rival.

SOLUTION

Harnessing the power
of the marketplace for
frictionless innovation



HOW IT WORKS

SwitchPitch makes enterprise startup engagement and supplier diversity programs easier and more efficient:



Save time: Big companies discover the best solution for their needs, through specific startup submissions from our vast startup network.



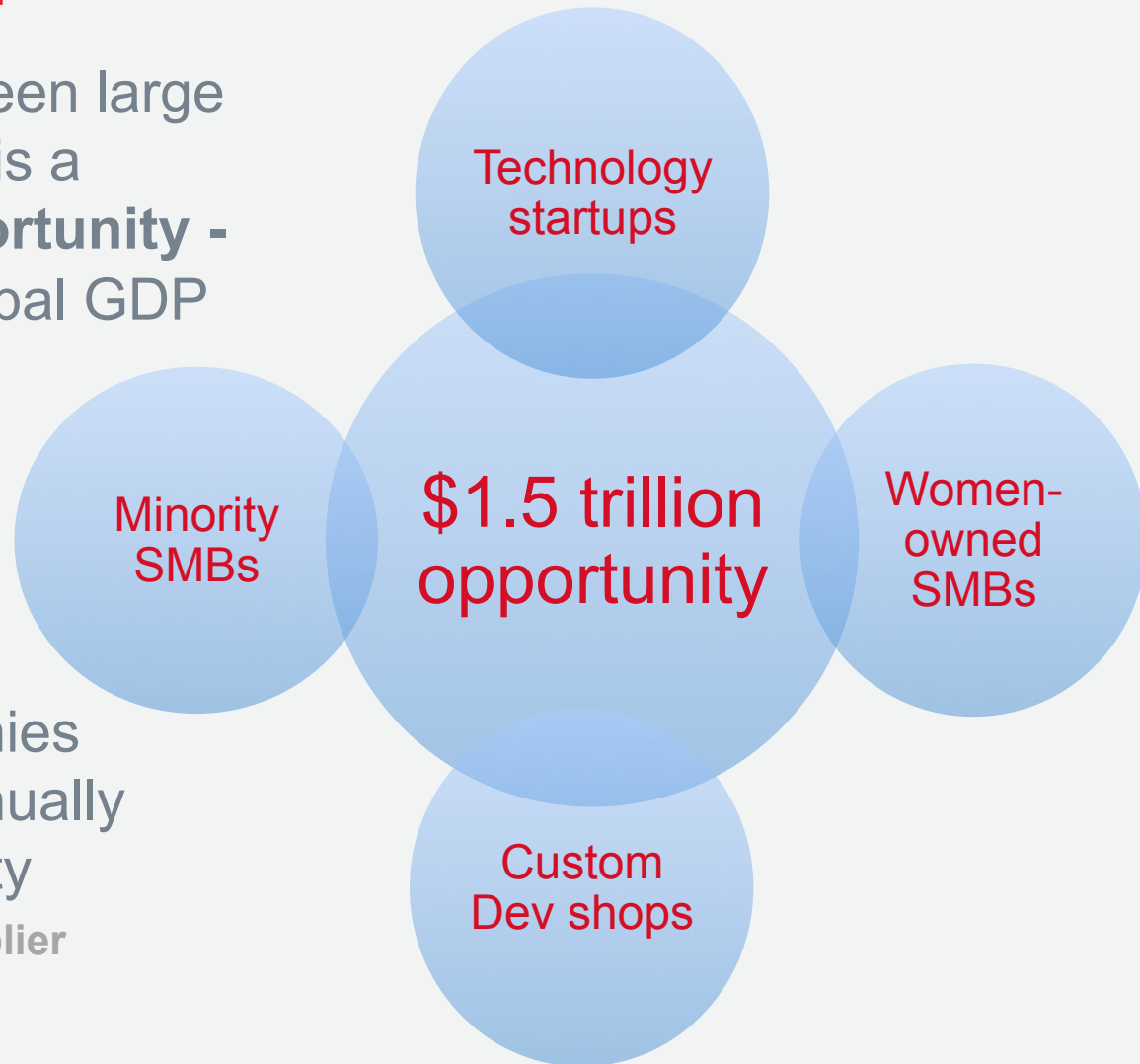
Stay ahead of innovation: Reach the best, most innovative startups and small businesses with real solutions ready to execute on projects.

How customers use SwitchPitch Connect:

- **Citi** reimaged how to provide ongoing value to its work force using innovative startup solutions
- **Assurant** quickly determined proof-of-concept for new mobile ideas
- **Global Payments** discovered a SMB loyalty rewards platform to drive more customer transactions

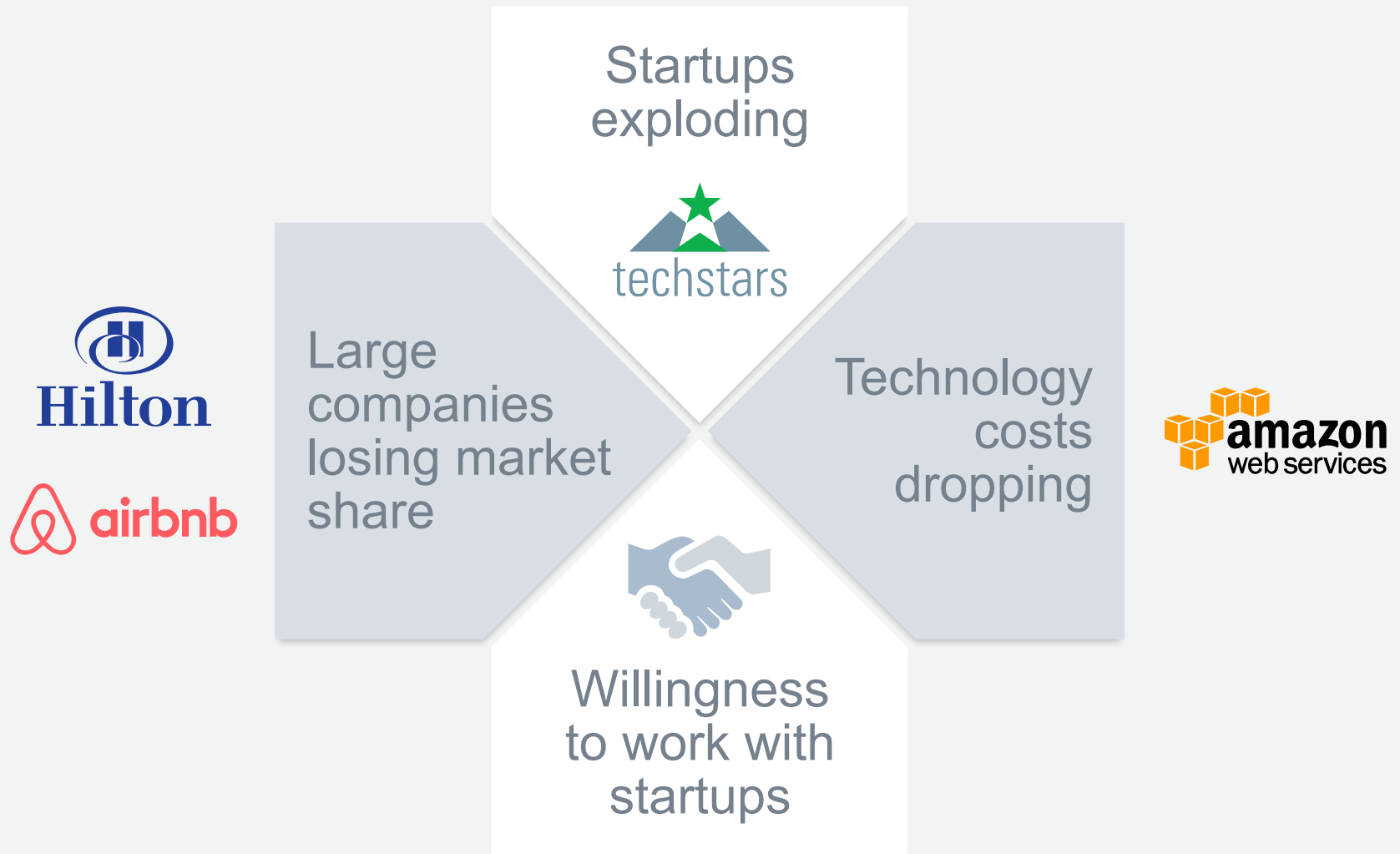
MARKET SIZE

Digital collaboration between large and small business is a **\$1.5 trillion growth opportunity** - equivalent to 2.2% of global GDP
– Accenture



Fortune 500 companies spend \$104 billion annually on supplier diversity
– National Minority Supplier Development Council

WHY NOW?



TRACTION

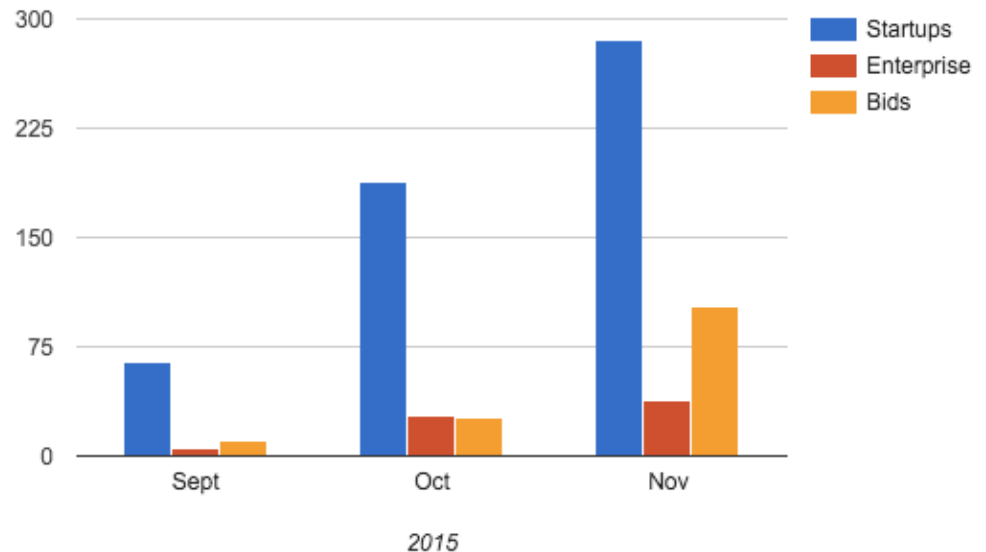
\$3 mm in
revenue for
startups

35%
of projects
matched

200+ big
companies

15,000+
startup
profiles

Monthly Growth



Featured in:

Bloomberg

Inc.

U.S. News & WORLD REPORT

Entrepreneur

UPSTART
business journal

USE CASES

Projects cut across corporate divisions and are needed in strong economies for innovation, and slow economies for cost savings

HR	Sales / Marketing	Operations	Technology	Product
				
Smarter Worklife Challenge	Relevant-Time Marketing Analytics	Cloud Video Editor	Assured PNT	Word Games
Crowd-source HR innovation to improve the "Employee Journey"	Create an interactive dashboard that provides a 'snapshot' of a brand's health	A light weight, cloud based video editor that works on top of existing streaming technologies	Provide position, navigation and timing indoors or an enclosed space	Build a fun, engaging word/ language game app to be used in connection with the Oxford Global Languages initiative

MONETIZATION

B2B SaaS Business Model

	Standard (\$1,000/month)	Pro (\$5,000/month)	Enterprise (\$10,000/month)
Efficient tools to manage projects	✓	✓	✓*
Project posting per month	10	20	Unlimited
Participation with live SwitchPitch events (customize startup Terms/Conditions and more!)	2	5	Unlimited
Private project directory	-	✓	✓
Search startup directory	-	✓	✓
Direct introductions to startup networks	-	✓	✓
Save and share startups internally	-	-	✓
Log deal details on startup profiles	-	-	✓
Push projects to specific startups (TechStars, Dreamit and many more!)	-	-	✓
Invite startup to bid on project	-	-	✓
Customization features	-	-	✓

* Enterprise plan – including internal initiatives such as Hackathons

TEAM



Michael Goldstein

President

- 2 prior consumer online subscription startups with successful exits.
- 15+ years startups business development experience.



Jeff Ryder

Business Development

- Chief Strategy Officer at Exelis (XLS)
- 15 years innovation / strategy experience

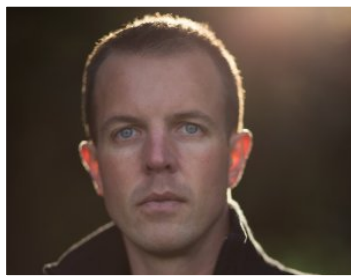


Mariah Robinson

Marketing

- Extensive social media / content marketing experience

Board / Advisors



Ian McNish

LinkedIn Founding Team



Allen Morgan

IdeaLab / Mayfield



David Steinberg

Zeta Interactive



Bill Angeloni

FreeMarkets GM (former)

COMPETITION

	SwitchPitch	DevPost	Partnered	You Noodle	Matter mark	Kite	CB Insights	Ideo
Startup profiles	x	x	x	x	x	x	x	
3rd-party startup data	x	x	x		x	x	x	
Post challenges / hackathons	x	x	x	x				x
Startup submissions	x	x		x				
Used by multiple corporate divisions	x		x					x
Scalable model	x				x	x	x	
Idea aggregation	x							x
Projects Marketplace	x							

We are stronger than the competition with marketplace approach;
startup distribution & end-to-end solution

We are threatened by the competition in ease of adoption &
onboarding

EXIT COMPARISONS

 **FreeMarkets**

acq. by



\$493 m



Money
20/20

acq. by



\$100 m

n/a


one search. all jobs.

acq. by



n/a

USV



Publicly Traded

Linked in

\$30 b



\$776 m

INVESTMENT

\$1.5 million investment

Current Investors

- Dreamit Ventures
- Michael Goldstein – Board Member
- David Steinberg
- Caivis Acquisition Corp.

Use of Proceeds

- Technology Development – \$350k
- Team Expansion – \$625k
- Marketing / PR / Lead Gen – \$225k
- Global Launch – \$150k

APPENDIX / BACKUP



GO-TO-MARKET

Distribution Strategy: Network effect for startup acquisition leveraging big company relationships



Main focus:

Expand team

Global expansion

Priority tasks:

- Hire VP Dev and VP Sales
- Enlist vertical sales partners
- Client onboarding / training
- Rollout startup partner program

- Executive team
- Global product rollout
- Deep penetration into 5 top verticals

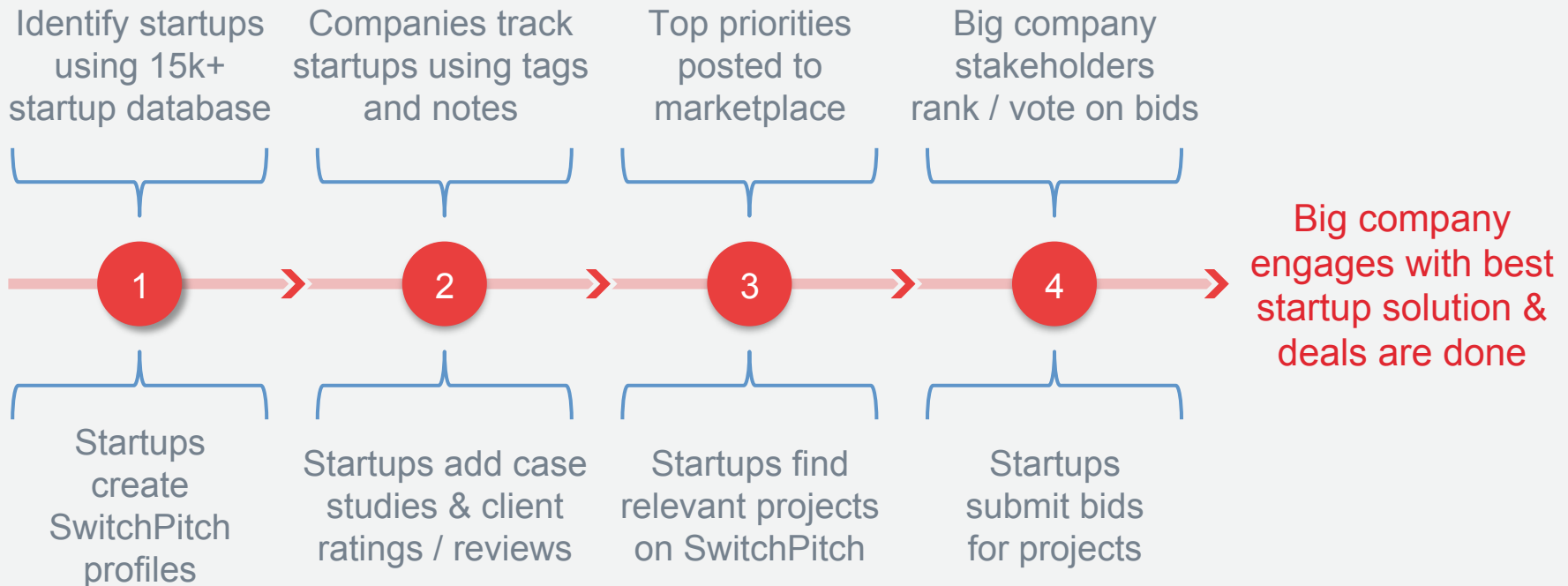
Target results:

- 100 projects live
- 20 recurring clients
- 40% clients aggregating employee ideas

- 1,000 projects live
- 100 recurring clients
- 80% y/y client retention

PROCESS

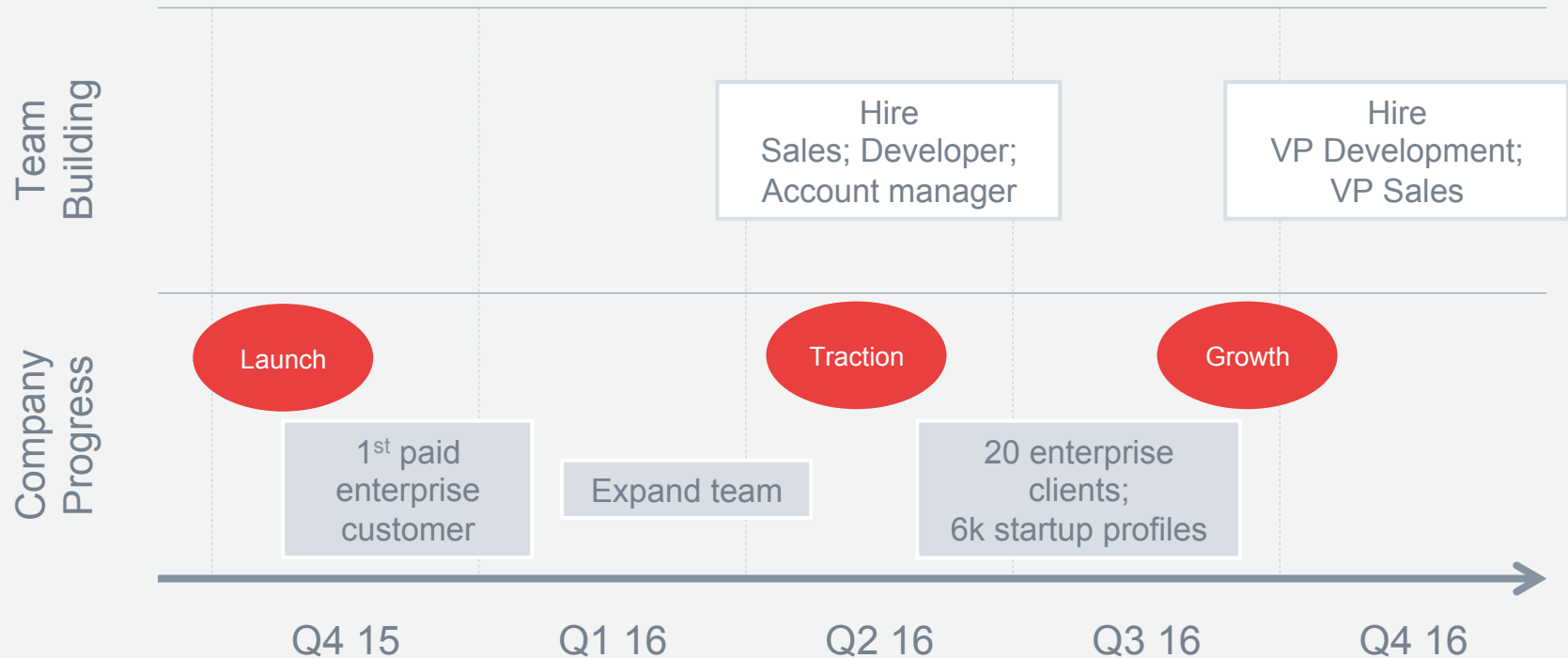
ESTABLISHED COMPANIES



STARTUPS


LOOKING FORWARD

- We are seeking \$1.5 million
- We aim to scale enterprise clients and startup community partners in the next 12 months



PRODUCT SCREENS

SwitchPitch White House Demo Day




American Cancer Society
American Cancer Society Cancer Program Consulting Tool

In order to effectively impact the quality of care for patients served in cancer programs, the American Cancer Society seeks a...

Mobile Development Health

[View](#)




Unilever
Sustainable Bathing

Work with Unilever to create a product that allows consumers to bath/feel clean with less water and / or lower water temperatures.

Platform Hardware Internet of things Social Platform Health

[View](#)




Thales Defense & Security
Assured PNT

Assured PNT - Providing precise timing indoors and outdoors.

Big data Analytics Platform

[View](#)




Thales Defense & Security
Data Conditioning

Thales Data Conditioning is targeted to provide a similar commercial networking user experience over a satellite network.

Enterprise

[View](#)



Population Council

WiFi optimization app (the "App") for customers and technicians.

App Enterprise Wifi

[View](#)


Project Details

Information of the project to help during the bidding process.

Population Council: Women's Health Technology App for Resource Constrained Settings



Created by **Population Council**

8+1 Tweet Like Share 0



CAPI/ACASI (I'll explain) Wizard

Population Council

Project Info Ask a Question

WiFi Documentation

WiFi optimization app (the "App") for customers and technicians.

App Enterprise Wifi

[View](#)

Bid Now

[Cancel]


Status: **Live**

Budget: \$10k - \$15k

Bid Due By: 02/27/2015

Estimated Start Date: 02/27/2015

Tags: mobile, app, big data, saas



Population Council
Ideas. Evidence. Impact.

Population Council


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[f](#) [t](#) [in](#) [v](#) [e](#) [c](#)

EVENT DUE BY Mar 27, 2014

Status **Live**



SwitchPitch LA
UCLA Ackerman Grand Ballroom


Fee: \$99.00

Donec adipiscing velit sed elit vestibulum auctor egestas commodo sapien proin sem lacus blandit quis mauris ut consectetur.

[View](#)

EVENT DUE BY Mar 05, 2015

Status **Live**



SwitchPitch Miami
The Light Box at Goldman Warehouse


Fee: \$95.00

Praesent a aliquet justo aenean scelerisque ornare neque at mollis mauris cursus rutrum libero sed fringilla quam tempor.

[Register](#) [View](#)

EVENT DUE BY Mar 06, 2015

Status **Live**



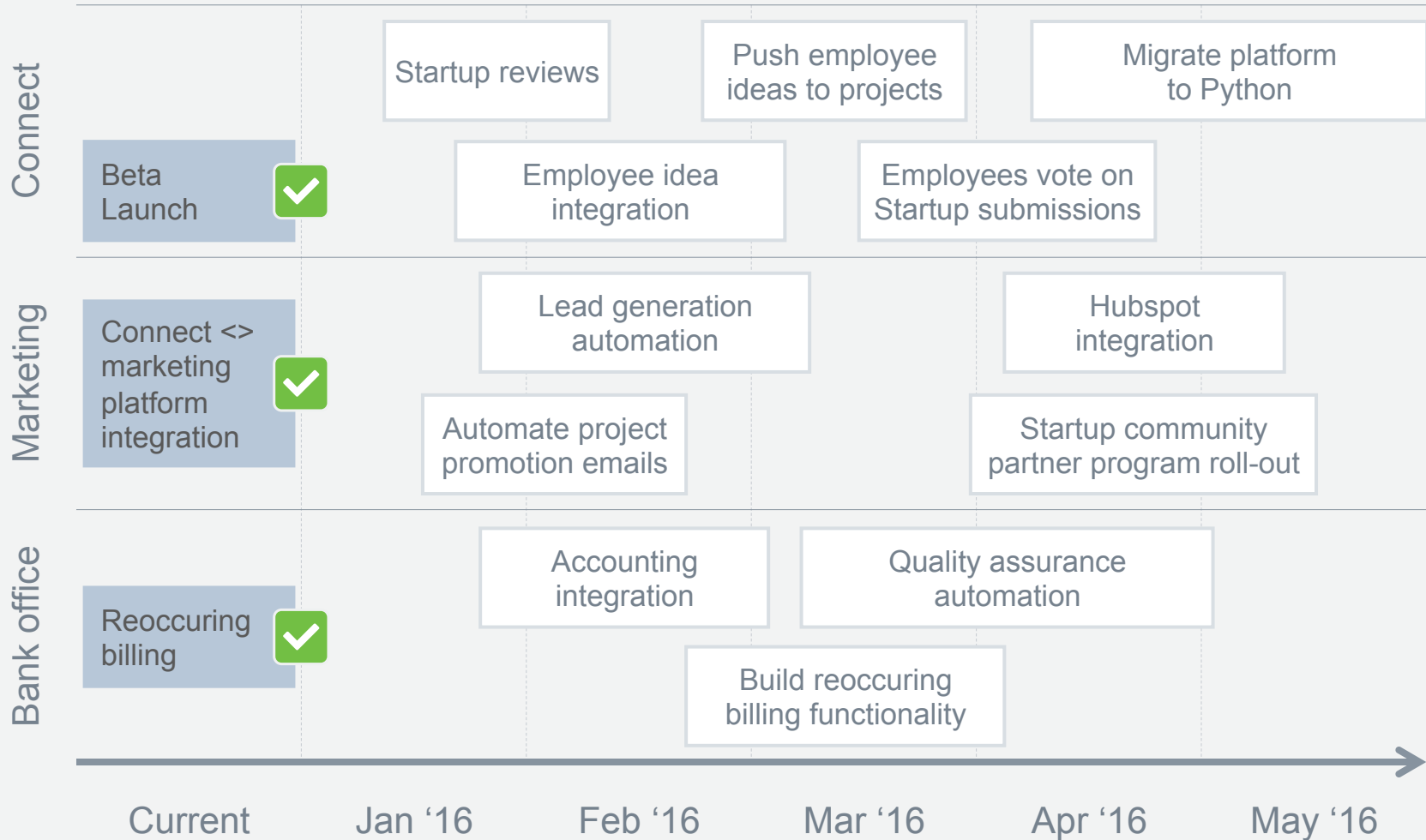
MAG Test
The Light Box at Goldman Warehouse

Fee: \$0.00

MAG is holding a Test event.

[Register](#) [View](#)

PRODUCT ROADMAP

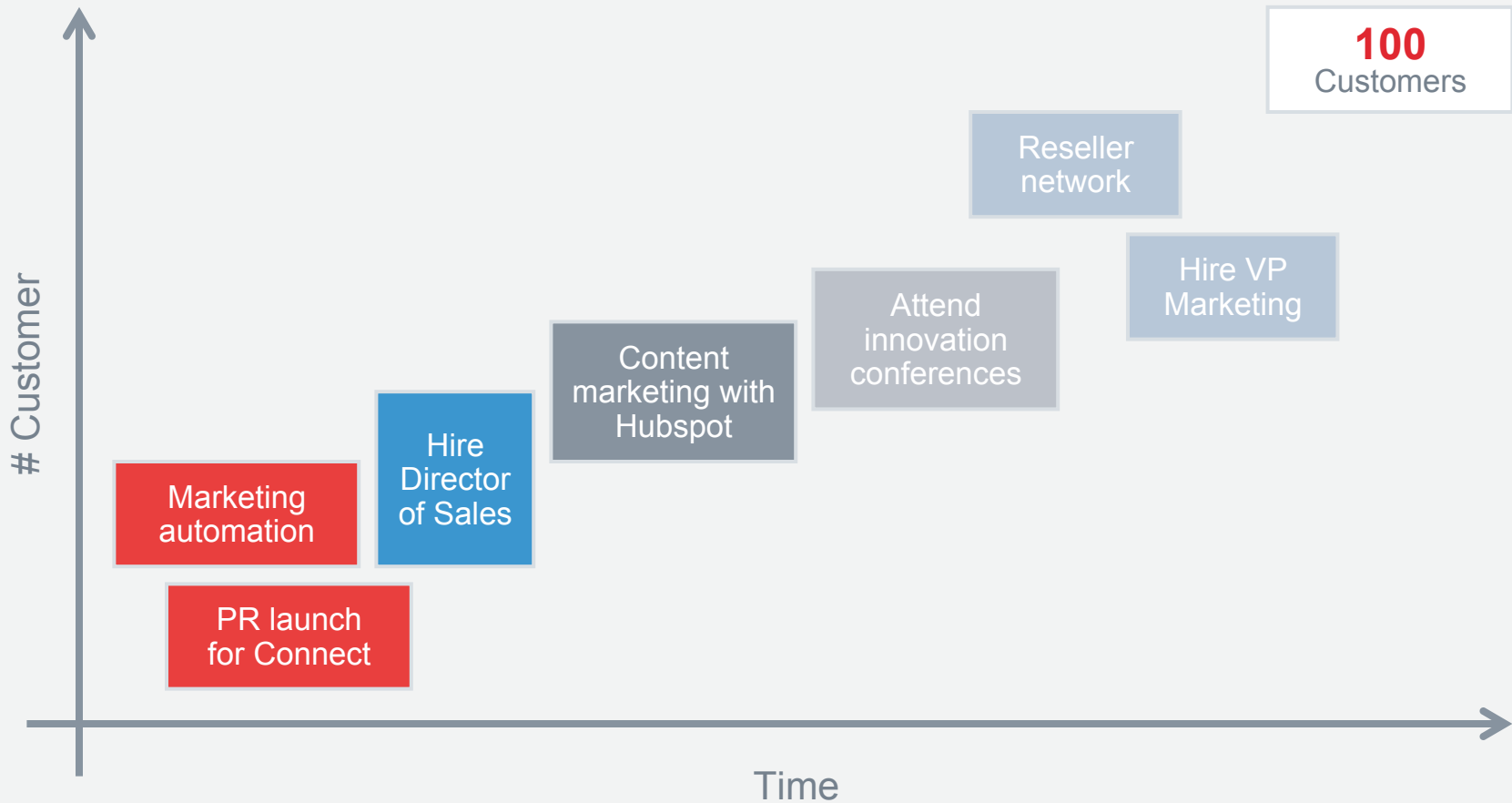


ENTERPRISE USERS



MARKETING DEEP DIVE

Path to **100** Customers



STARTUP NETWORK

REACH INNOVATIVE STARTUPS

Accelerator Partners

Global Consulate Partners



Global
Accelerator
Network



Government of Israel
Economic Mission to North America
New York Office



Canadian International Development Agency

 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

USES

Innovation

- ✓ Manage startups on our platform and leverage their capabilities
- ✓ Identify proven innovative solutions, not just concepts
- ✓ Gain access to our vast startup database to expand your reach

Business Development

- ✓ Identify startups specifically with your needs
- ✓ Lower risk by selecting resources with direct, proven experience, rather than just validated skills

RFP / Procurement

- ✓ Identify new vendors not found in other procurement channels
- ✓ Find innovative solutions for all types of procurement needs
- ✓ Control the RFP process with custom questions